

BRING YOUR CARMEL DOLLARS TO BANK OF CARMEL FOR REDEMPTION

Devoted Exclusively To
Carmel and Vicinity

VOLUME NO. TWO

BUSINESS MEN ASK FOR
SLIDING SCALE LICENSE

Meeting in Pine Inn Tuesday evening to discuss a new ordinance governing business licenses, the business men decided to ask the council to adopt the sliding scale which is used in many of the cities in this state.

They decided to recommend that the taxes should be collected on a sliding scale of gross receipts, thus all those doing a business up to \$500; \$8 a year, \$500 to \$1,000, \$12; \$1,000 to \$2,000, \$18; \$2,000 to \$5,000, \$25; \$5,000 to \$10,000, \$50; over \$10,000, \$100.

The amounts asked however, were only tentative and were subject to the desire of the council.

A feature of the new ordinance and one bringing the most discussion when the committee from the business men and the council met Wednesday night was that of collecting the license one year in advance each business classifying itself according to the average monthly business of the preceding year. Since a new business would not have this past year's record, it would necessarily be placed in the top bracket, which is \$100 per year. At the end of the year, his deposit would be returned, less the year's license fee. Should a merchant leave before the year was out, he would lose his deposit.

Such an ordinance has long been sought by the business men.

Flat scales had been suggested by Judge Wood at a previous meeting and it is likely that where the sliding scale does not apply, the council will adopt his list.

An effort will be made to have the new ordinance passed so that it may become effective by July 1st.

NEW FLAG FLYING
OVER OLD MISSION

The Old Mission! But a new flag pole and a new flag now grace the spot where once Father Serra lived and worked. Although the rain poured a great part of the day, Saturday, at the time set for the flag raising ceremony, the sun came out and shone for the ten minutes' program.

Rev. Edward McDonald was the donor of the pole, which was topped with an ornament designed by Harry Downie who is doing the restoration work on the old Mission.

The following program was rendered:

Blessing on the flag, Father McDonald.

Raising of flag by soldiers from the Monterey Presidio with appropriate music by the buglers.

BERNARD ROUNTREE WILL
BE CANDIDATE MARCH 12

Bernard Rountree has announced his candidacy for the office of assessor for the Carmel Sanitary district, which office will be filled at the election to be held March 12. Mr. Rountree is so well known here he needs no introduction and his hosts of friends will remember him at the polls.

TWO CARS MEET AT
12TH AND DOLORES

William Machado was arrested Monday on a charge of reckless driving after his car collided with that driven by Mrs. Clara Cowan of Seaside at 12th and Dolores. Trial by jury has been set for next Monday.

No one was injured except for shock and bruises.

Mrs. R. E. Bonham has been ill for the past week but is now improving.

CARMEL SUN

CARMEL-BY-THE-SEA, CALIF., THURSDAY, MARCH 1, 1934

Carmel's Leading
Newspaper

NUMBER 5

LEAGUE OF WOMEN
VOTERS HOLD MEETING"PATIENCE" PLEASE;
DRAWS LARGE CROWDS

Wednesday, the executive board of the Peninsula League of Women Voters met at the home of Mrs. Chas. T. A. Cabanias with Mrs. Joseph Schoeninger presiding.

Plans for the March 14th luncheon meeting at the San Carlos Hotel under the Education study section of the League were outlined in detail. Jas. G. Force, county superintendent of schools, A. B. Ingham, superintendent of the Pacific Grove High School, and Mrs. George H. Schuyler will be the speakers on that day.

The proposed program of work for the National League of Women Voters for 1934 to 1935 to be voted upon at the Eleventh Biennial Convention at Boston in April was discussed.

The new departments of the League are Government and Its Operation, Government and Education, Government and Child Welfare, Government and Economic Welfare, Government and International Co-operation and Government and the Legal Status of Women, with subjects recommended for study and for support.

Present at the board meeting were Mrs. Fenton Foster, Mrs. J. B. Adams, Mrs. Chester Shephard, Mrs. T. A. Work, Mrs. Susie Chakurian, Dr. A. B. Hitell, Mrs. J. P. Sandholz, Mrs. Robert Anderson, Mrs. Julia Breinig, Mrs. Chas. Gemmel, Mrs. G. S. Curtis, Mrs. Schoeninger and Mrs. Cabanias.

SUNSET SCHOOL BOYS
ADOPT ABALONE RULES

Adopting Abalone rules for playing, 60 boys of the Sunset school will begin soon practicing in earnest for the base ball season.

The first game of the season will be held next Monday afternoon at four o'clock.

J.O.Y. CLUB HAVING
UNUSUAL PROGRAM

Under the direction of Mrs. D. E. Nixon, the J.O.Y. club which meets at the Community Church each Sunday evening, has been having some unusually interesting programs.

During January an "Airplane Flight" was taken to Oraibi, Ariz., and interesting things were learned of the lives and habits of the Indians of that section. Mrs. Nellie Montagu exhibited some blankets and jewelry of this tribe and told the guests of her life there as she had lived it with her father who was sent to Oraibi as agent twenty-five years ago. The club sat around a camp fire to listen to the lore and legends. Mrs. Harry Hilbert gave a most interesting monologue.

The February airplane flight was taken to the old south where the club learned about the negro, his songs, habits and proverbs. Interesting things were told of Booker T. Washington, Paul Lawrence Dunbar and Langston Hughes. Duby Davis read two poems of Dunbar's. The Misses Helen and Harriet Pierce showed pictures of plantation life and sang some of the spirituals.

A centerpiece for the table was a dark cabin made of bread sticks and surrounded by a fence made of chocolate covered sticks of candy. A snowman of marshmallows stood in the yard. A "possum hunt" was engaged in when the young people searched for favors which had been hidden about the room.

Twenty-six boys and girls and about ten adults were present at the February meeting.

CARMEL FOLK WATCH
MOVIES BEING MADE

Carmel folk have enjoyed themselves the past week watching operations of Warner Brothers who are making "Without Honor" a part of which is filmed at Point Lobos and the Old Mission. James Cagney is the star.

Mrs. Hal Garrott is enjoying the annual visit from her sisters of Minneapolis at her home on North Camino Real.

NIGHT CLASSES BEING
HELD AT SUNSET SCHOOL

Under the auspices of the Monterey Union High, night classes are being held at Sunset school and are meeting with enthusiastic response.

The voices were good, however, and everybody enjoyed hearing our own people sing and offered encouragement to a new and worthy organization, that of the Monterey Peninsula Opera association.

Miss Madeline Currey took the part of Patience and entirely won the hearts of her hearers, while Mrs. O. W. Baranson with the comedy role drew gales of laughter.

Arthur Gunderson, leader of the orchestra and musical director, is to be commended for his good work even as he has been many times in the past.

Money taken in above expenses at these performances will be used to defray expenses of putting on further productions.

A mention of the evening would not be complete without reference to the very excellent set designed by Miss Anna Marie Baer.

ENTERTAINS PLAYMATES
ON TENTH BIRTHDAY

Jane, little daughter of Mrs. Ilene Glascock, entertained twelve little friends at her home Wednesday of last week, the occasion being her tenth birthday. The party will be a red letter day in the lives of both hostess and guests. The following enjoyed the afternoon:

Ellen Pear McGrory, Leon Ramsey, Jerry Shephard, Paty Ann Shephard, Elizabeth Watson, Mary Jean Roade, Laurel Bixler, Pat Armstrong, Elaine McEntire, Mingdon Sheets, Yvonne Mercurio, Frances Watter and Patty Ann Ryland.

P. G. & E. MAKES
RATE REDUCTIONS

Rate reductions in two important classifications that will make possible substantial savings in the electric bills of farm and domestic consumers were announced today by M. P. Downing, vice-president and general manager of Pacific Gas and Electric company.

Territory which will benefit by the reductions include virtually all of northern California covering the coast region served by Pacific Gas and Electric company lines north of King City and the interior valleys north of the Merced River.

Effective with the April meter readings and continuing until the July meter readings of this year, all power used by agricultural power consumers in excess of the kilowatt hours used by them during the corresponding period of 1933 will be billed at half the regular rate.

Effective March 1 and continuing indefinitely a new low rate is established for domestic consumers who have installed both a standard electric range and an electric water heater of the automatic storage type. Upon application this special combination domestic service will be made available to single family residences and separately metered flats and apartments.

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KUSTER PRODUCING
"THEY KNEW WHAT
THEY WANTED"

"They Knew What They Wanted," the Pulitzer Prize comedy of California ranch life which brought additional fame to the names of Richard Bennett and Pauline Lord in the New York production some years ago, will hold the boards of Carmel Community Playhouse next weekend. Edward Kuster, who brought this delightful play to Carmel in 1927, will again play the joyful old "Tony Patucci," with Althea Kendall and Evert Sholund playing "Amy" and "Joe." A well-rounded local cast supports the three leads.

Clay Otto, who last week announced the opening of a class in life, cast and technical drawing, has obtained a full class. This group meets on Tuesdays and Thursdays at 7:30 in the music room.

Miss Anne Uzzell's class in physical education for women is doing splendidly.

Mrs. S. E. White announces a class in adult education for Tuesday evenings. Her group will meet in the eighth grade room. All adults interested in self improvement will please get in touch with Mrs. White.

CITY WIDENING STREET
AT END OF OCEAN AVE.

To take advantage of being able to secure clay for surfacing at a very low figure, the city is now widening Ocean avenue from San Antonio to Del Mar, employing beside the usual crew, one extra man.

The cypress trees will be trimmed to allow more parking space, while a plot extending 25 feet beyond the present site is planned to care for the care of visitors to the beach.

This work was a part of the CWA project before the government and should the federal money be allotted, the improvements will be taken up at this point and the plan carried out fully.

WEATHER PERFECT FOR
ANNUAL KITE CONTEST

Perfect weather last Saturday afternoon added to the enjoyment of the annual kite flying contest, fathered by the Rev. Willis G. White and on this occasion conducted by Rev. Dorsett.

The parade formed as planned and passed down Ocean and out Dolores by the Carmel Mission where a pause was made to honor the memory of Father Serra, and then on to Hatton Fields.

The kites this year seemed a little brighter, a little better made and more clever in design than before. It so happened that the kite was adjudged the most beautiful was also the one which flew the second highest, showing that the young designer, Allan Wood lost nothing of efficiency in his quest for beauty.

First in height of flight was Teddy Marble's kite, and second in beauty was that of Edgar Leslie.

The judges decided that Gaylord Alderson had the oddest kite, while Joyce Whitman was a close second.

Much interest was shown in the kite flight among the Filipinos when G. Gabbara defeated Leoni Arizala.

More power to the contestants.

Let's look forward to a still bigger and better next year. A vote of thanks is due Rev. Mr. White for these memorable occasions.

Julian Phillips, formerly a resident of Carmel, spent the week-end here. Mr. Phillips formerly lived here and was in charge of Marian Hollis' real estate office before she moved to Passo Tiempo.

Kenneth Gould is back at the Carmel Cleaners again after undergoing an operation for appendicitis.

COMMUNITY CHURCH

Melvin Dorsett, Minister

Church School: 9:45 to 10:45

Service of Worship: 11:00 to 12:00. Theme: "Individual Growth in Religion." The quartet will sing. The minister will speak on "Puzzled Maturity."

These services are proving interesting and helpful to many.

J.O.Y. Club, 6:30 to 8:00. "Growing Every Week; 26 boys and girls last Sunday."

This rich comedy of California life will play only three nights, Thursday, Friday and Saturday of next week. Seats on sale Monday at popular prices.

PROTECT CARMEL'S TREES

Every so often someone locates in Carmel and for one

reason or another begins chopping down trees.

Carmel has a lot of trees but we need them all and more for they are

our greatest attraction.

People come here solely because

of our natural beauty and without the trees there would be

nothing but a beach and rows of more or less commonplace

residences.

It is fortunate that we have officials who ap-

preciate the fact that aside from all sentiment every tree in

Carmel has a financial value to the town as a whole that can-

not be replaced by anything else.

New residents in Carmel

must consider this fact bearing in mind that the trees are a

part of Carmel and their destruction will most certainly de-

preciate the value of their own property.

FIREMEN HOLD ANNUAL
BANQUET THURSDAY

Another annual banquet held by the firemen at their hall on Washington's birthday bore out the traditions of the organization. For a good time was had by all.

The men themselves served

the delicious banquet and arranged the program. Many interesting talks were given. Mayor Catlin, Judge Wood and Fire Commissioner Jordan were guests of honor.

Mrs. R. A. Coker of North Camino Real is visiting in Pasadena.

EDITORIAL

FIGHT THE FREE TELEPHONE TOLLS

The movement to abolish the five cent toll between Monterey and Pacific Grove is one of the most vicious proposals ever submitted to Carmel people and one the business men must defeat at all costs if they expect to remain in business.

The movement originated in Pacific Grove and Monterey and they have made another of their big, free hearted gestures of friendliness and brotherly love by offering to stand for an increase in their own monthly telephone rates in order to lessen the burden on their lovely, but weaker sister, Carmel. Monterey and Pacific Grove people, particularly the business firms there, just have to hear oftener from us Carmelites. But in the light of past performances of the towns over the hill, any co-operative offer from Monterey and Pacific Grove is open to suspicion and smells very fishy on the slightest investigation.

You can bet your last dime that Monterey and Pacific Grove will help out on the cost of free tolls to Carmel. It will mean more business for Holman's and the food and other stores over the hill and less for Carmel merchants. It will mean that these stores can solicit business by telephone and receive orders by telephone. The five cent toll is a protective tariff for every merchant of Carmel and must be maintained.

And consider the increase in the monthly telephone rate. It is possible, if enough pressure is brought to bear that the railroad commission will abolish the toll. But the telephone company has an exchange here and an expensive system of lines and is entitled to a just return on the investment. And don't be disillusioned about the strength of any little movement in getting tough with any of the great public service companies. They are quite able to take care of themselves. There is no such thing as a FREE telephone service to Monterey and Pacific Grove or any other place for that matter. The bill is going to be paid either in a five cent toll by those who get it or in a general increase in rate to ALL subscribers that it is estimated will be eight or nine dollars a month for an open telephone. And that will mean many of the smaller businesses here will be forced to take out their telephones to the still greater detriment of their business and the convenience of the bigger firms over the hill.

KILL THE FREE TOLL MOVEMENT.

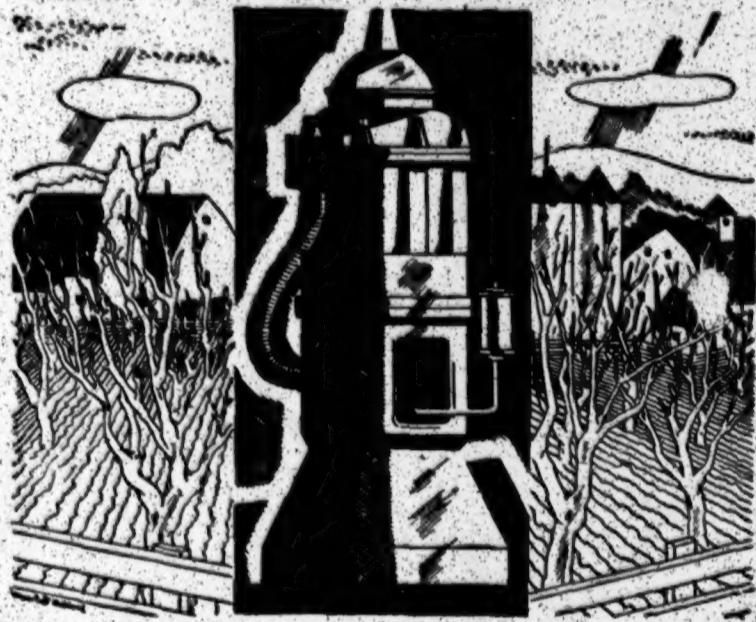
EIGHT MONTHS OF THE NRA

Criticism of the NRA and vitriolic defense by General Johnson is the big news of the week. Now that the first flush of enthusiasm for NRA has passed and the stupendous sums spent by the government to bolster up the movement are being exhausted it is sensible to take a sober view of actual conditions.

An Invitation TO EVERY FARMER WHO OWNS A PUMP

If your pumping plant is electrically driven and connected to P. G. & E. lines—stop right now and ask yourself this question: "Do I really KNOW the operating efficiency of my pump?"

Only if your plant has been tested by a qualified pump engineer during the past year or so can you answer "Yes." Scores of pumping plants in our territory have been tested, reconditioned and tested again with results as startling as those shown on the chart below. So you see, IT PAYS TO KNOW.



Experts estimate that the great majority of California pumping plants are not more than 40% efficient. Your own plant may be one of these.

Don't wait until a serious break-down occurs. These break-downs are nearly always preceded by a long operating period in which the pump uses excessive power and wastes money every hour it operates. An electric pumping plant has no real competitor if it is kept in good condition. So to help our farmer-customers keep their pumps' efficiency UP and their irrigation costs DOWN, we are offering a FREE Pump Test Service.

You may apply for this service at your nearest P. G. and E. office. We urge that you act today.

PROOF IN BLACK
AND WHITE

Anderson Barngrover Co. Pump No. 2, Linden, Calif.	Test 1 Before Repair	Test 2 After Repair
Motor Size	40 h.p.	20 h.p.
Operating Hours	1400	1110
Acre-feet Water	300	230
Overall Efficiency	47%	64%
Reduced Acre-foot Cost	30%	30%
Cost per Acre-foot	\$2.19	\$1.53

P.G. and E.
PACIFIC GAS AND ELECTRIC COMPANY
Owned • Operated • Managed by California 301-334

JOS. J. HITCHCOCK, JR.

Auto Tops and Trimmings - Celluloids
Saddle Repairing
La Siesta Cottage
Dolores Street between 7th and 8th

**REPAIRING AND RENTAL
OF TYPEWRITERS AND
ADDING MACHINES**

**A FEW BARGAINS IN REBUILT
TYPEWRITERS—Standard and Portable**

**Peninsula Typewriter Exchange
OFFICE EQUIPMENT**

129 FRANKLIN STREET MONTEREY
PHONE 3794

FRITZ T. WURZMANN, prop.

**"TOMORROW'S FORGOTTEN MAN
STOPPED ADVERTISING LAST WEEK"**

PLAN MEMORIAL TO SENATOR RIGDON

A movement to establish a suitable memorial to Senator Rigdon, the father of the San Simeon-Carmel link of the Roosevelt Highway, has begun.

While a member of the California State Senate, Elmer S. Rigdon, realizing the great need of a highway along the central California coast, started the fight for such a highway, and in spite of bitter opposition, hopeless indifference and many discouragements, continued the battle.

Had it not been for that combination most of this wonderful coast area from San Simeon to Carmel would still be a trackless wilderness.

Now this marvelous highway is nearing completion. It has been pronounced by experts as one of the world's greatest engineering feats.

A site has been selected for the memorial about midway between San Luis Obispo and Carmel. A spot was selected about a half mile north of Willow Creek, where a huge boulder stands in the center of a small open space at the roadside. The highway department has already created a drinking fountain, and artistic masonry diverts a small sparkling creek. The huge boulder was apparently made to order to exhibit the bronze plaque that is being planned.

It is proposed to name the little creek "El Senator," and the park will be known as "Rigdon Memorial Park."

Monterey county has been asked to cooperate in the movement and various organizations and individuals in this and other parts of the state are invited to have a part in the establishment of this memorial. Contributions may be sent to the Rigdon Memorial Fund, at Cambria, California. Mrs. John Marquart is chairman of the memorial committee.

The committee hopes to have the memorial plaque placed and the park in readiness for dedication ceremonies at the time the big celebration is held for the opening of the Roosevelt Highway.

Jo Mora has been asked to design the plaque.

NEPHEW DIES IN CRASH

Carmel friends sympathize with Mrs. Louis N. Jones in the death of her nephew, Lieut. Ed. D. White, recently killed in Utah in an airplane accident.

Mr. and Mrs. C. Mitcham of San Francisco spent the holidays in White Caps on Scenic Drive with a party of friends.

Mrs. Charlotte Morgan has returned from a visit to San Francisco and her brother's home in Sonoma county, after a five weeks' absence.

Mr. and Mrs. C. Mitcham of San Francisco spent the holidays in White Caps on Scenic Drive with a party of friends.

The daily average of telephone calls in the Greater Boston district is about 2,000,000, but during a severe storm this past winter there was a 50 per cent increase, bringing the daily average up to more than 3,000,000.

As Bell System telephone service is practically worldwide, so too is the distribution of stockholders of the American Telephone and Telegraph Company, the parent company of the System. These stockholders are located in every state in the Union and in every important foreign country except Russia.

The total number of people living in the world on January 1, 1933, was 2,040,000,000, according to an estimate recently completed by the statistical department of the American Telephone and Telegraph Company. The number of telephones in service in the world on the same date figures up to approximately 33,400,000. Consequently, there is an average of one telephone for every sixty-one persons in the world.

Assuming that every stockholder of the American Telephone and Telegraph Company represents a family of four persons, the "City of Tel and Tel." has a population of more than 2,700,000, or greater than that of any city in the United States except New York and Chicago.

THIS TIME make sure of STYLE

You can't buy style "off the shelf!" True style isn't stamped to a pattern—it's moulded to conform to your figure. That's one reason why a tailor-made suit gives hard-to-fit men a style that can't be duplicated.

JACK AMMERMANN
BOX 721 CARMEL, CALIF.
SAMPLES AT HIS BARBER SHOP

INSTRUCTIONS ON CATHOLIC DOCTRINES AT OLD MISSION

The names of Serra and Carmel are synonymous. His name and fame have spread over the face of the new and old world. The question may be asked what was it that inspired him to leave his native land and come to a country, the geography of which was little known. Everybody marvels at the sacrifices made, the beautiful works of art in the Mission plans, his far-sightedness in peering into the future. His ambition was not to conquer new territory for Spain, but to win souls for God.

The secret of his success was love of God and the spread of His Kingdom on earth. His coming to California was simply corresponding with the Master's command, "Go and teach all nations." This being Serra year, perhaps people may be interested in knowing something of the great faith that was in Serra.

An opportunity will be given to everybody to know from an authoritative standpoint. Instruction will be given at the Serra-Crespi hall each Tuesday and Thursday, starting next week at 7:30. No obligations. Everybody welcome. Call at the Old Mission or ring 750.

PARENT-TEACHER DINNER WAS SUCCESSFUL AFFAIR

The dinner given by the Parent-Teacher association last Thursday evening at Sunset was a most successful affair and was attended by close to 200 people.

Mrs. Bessie Haas made a plea for federal aid in education and made a motion that the association both as an organization and as individuals write to their congressmen and urge his help in this matter.

A talk was made by Frank Sheridan and Miss Madeline Currey and Mrs. O. W. Bardanson led in the singing.

FACTS ABOUT THE TELEPHONE

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High School Notes

By William Millis

John Mather and John Todd, students from Carmel, were elected president and vice president respectively of a newly organized economics club.

In the cast of "Hulda of Holland," a musical comedy to be presented without admission charge at the high school March 2 and 3, there are several Carmel students. Among those in the cast are: Phil Walker, Ellen Skadan, Margaret McKechnie, Edith Mason, Louise McGraw, Stanley Clay and Rosalind Sharp.

ORCHESTRA REHEARING FOR EASTER PROGRAM

Those who wish to become intimately acquainted with Rosini's beautiful work should take advantage of the open rehearsals at the Denny-Watrous gallery each Sunday evening from eight to ten of the Monterey Peninsula orchestra.

The members under the direction of Michel Penha are rapidly becoming efficient so that the evenings now furnish a most enjoyable hour and "Stabat Mater" will soon be ready for presentation.

Both Carmel and Pacific Grove will hear this production the week before Easter.

RECENT ARRIVALS AT HOTEL LA RIBERA

Mr. and Mrs. David M. Scoville, Mr. E. J. Roberts and party, Mrs. E. E. Cerf and daughter, Mr. and Mrs. John Baldwin, Mr. and Mrs. J. P. Morrison, Mr. and Mrs. T. L. Wilson, all of San Francisco; Mr. and Mrs. F. M. Jenkins, Mr. and Mrs. E. T. Joste, Mrs. J. W. Conklin and daughters, all of Oakland; Mr. J. W. Congdon, and Mr. K. G. Congdon,

TWO PRECINCTS FOR VOTERS FOR TRUSTEE

Carmel school district has been divided into two precincts for the coming elections to be held on March 20. It will be well to find out as soon as you can where your voting place is if you are at all in doubt.

Consolidated Precinct A will comprise Carmel Precincts Nos. 1 and 2, that is the portion of the district within the corporate limits of Carmel and west of San Carlos street. The polling place for Consolidated Precinct A will be the Fire house.

Consolidated Precinct B will comprise all the remainder of the Sunset school district, and the polling place will be at the Sunset school.

Inspectors will be Ferdinand Hass and George Whitcomb and the clerks will be T. J. Heflin, Harry Clement, Haskell Warren and Mabel A. Hart.

NOTICE

The Trustees of Sunset school district earnestly request there be no soliciting of votes for any candidate for school trustee in the school building or on the grounds.

Every effort must be made to protect teachers and employees from embarrassment and interference with the regular school program.

Subscribe NOW to Carmel Sun

CARMEL SUN

Entered as second class matter February 8, 1933, at the post office of Carmel, Calif., under the Act of March 3, 1879.

\$2.00 per year in Monterey County

E. F. BUNCH, Editor and Pub.

WHOLESALE
DELICIOUS
APPETIZING

Home Cooked Foods

LUNCHEONS
TO TAKE HOME

ORDERS TAKEN FOR
YOUR FAVORITES

BETSY ANN
FOOD SHOP

Dolores—Next El Fumador

WE PAY CASH FOR OLD GOLD

Also platinum, silver and
old jewelry, old watch
cases, dental plates, crowns,
and bridges, etc.

ETTA STACKPOLE JEWELER

El Paseo Bldg. Carmel
Dolores Street

Russian Dinners Every Night AT THE RUSSIAN TEA ROOM IN MONTEREY

Excellent Russian Cooking By
MARIA ALEXANDROVNA

Formerly with "The Volga Boatman" in Hollywood

Special Attention to Dinners, Luncheons,
Bridge Parties in the Private Dining Room.

Opposite New Postoffice—Monterey

We Deliver

VINING'S

Phone 379

USL BATTERIES Long Life-Dependable Power BATTERY CHARGING and TESTING

A. C. GRIMSHAW

SAN CARLOS AND SIXTH PHONE CARMEL 328

"KEEP THEM GUESSING" DOES NOT APPLY TO BUSINESS

YES—WE DO JOB PRINTING

BLOTTERS BUSINESS CARDS

ENVELOPES HANDBILLS

LETTERHEADS

OFFICE FORMS

PAMPHLETS PROGRAMS

STATEMENTS

TICKETS

WINDOW CARDS

"My business is different—I can't advertise," is the plaint of the occasional business man.

It is the DIFFERENT business which must advertise! If every business were the same, there would be no need for advertising. It is the difference that gives your business an advertising story—gives you a message that the public is waiting for.

Are you keeping prospects in the dark? Are you letting them guess what you have to offer—why it is better—why they should have it? Don't keep them guessing—tell them what they want to know. Readers—hundreds of them—are looking for your message in Carmel Sun.

CARMEL SUN

Carmel's Leading Newspaper

PHONE
CARMEL
70

VARIETY IS THE SPICE OF LIFE—and so is the quality of our home-cooked vegetables. Yes, and CHILI BEANS to take home. The Village Sandwich Shop. Phone 886. —adv.

Classes in photography. Special courses in any branch. Photographer, Box 998, Carmel. —adv.

PLAZA FUEL COMPANY STOCKS COUNTY COAL

Because they can sell coal mined in Monterey county at such a low price, the Plaza Fuel company has decided to carry this commodity. They will also continue to carry the Utah coal for those who wish it. Their ad appears in this issue.

JASMINE BUSH SALE CONTINUES

GREATLY REDUCED PRICES.

These lovely articles sell at such a low price you should fill your future needs now.

You will be needing gifts for birthdays, anniversaries and many other occasions.

WHY NOT SAVE MONEY?

The Jasmine Bush

San Carlos and Eighth

Carmel

MONTEREY COUNTY COAL 75c

PER SACK
DELIVERED

SPECIAL PRICES ON LARGER LOTS

ALSO

UTAH COAL AT LOWEST PRICES

SPLIT KINDLING WOOD—DRY
3 Sacks \$1.00

PLAZA FUEL CO.

JOHN CATLIN

KEITH EVANS

FIFTH AND JUNIPERO

PHONE 186

THOBURNS

Licensed Real Estate
Brokers

Phone 333

CARMEL, CALIF.

Carmel Community Playhouse

NEXT WEEK-END

THURSDAY - FRIDAY - SATURDAY MARCH 8 - 9 - 10
The Golden Bough Players in a Revival of the Pulitzer Prize Comedy
of California Ranch Life

They Knew What They Wanted

By Sidney Howard

Edward Kuster as "Tony Petucci" Althea Kendall as "Amy"
Everett Sholund as "Joe"

SUPPORTED BY A CAST OF THIRTY

ONE OF THE FINEST AMERICAN COMEDIES

Admission 50c, 75c and \$1.
with special discount to
registered Peninsula families
and guests

CURTAIN AT 8:30

Tickets at all Carmel
Drug Stores and
opposite Postoffice
Beginning Monday

Meat Treats

Don't just plan to have "meat" and let it go at that. Watch for our big specials and buy at the great savings they make possible. Then plan the meal around the meat as a special treat for all.



Shoulder Pot Roast baby beef lb. 13c

Rump Roast baby beef lb. 17c

Breast of Lamb 3 lbs. 25c

Legs Lamb lb. 23c

Some Fancy Baby Milk Fed Lamb Here This Week

QUALITY MARKET
DOLORES STREET

PHONE 106

Sale Still in Progress

WE STILL HAVE SOME REMARKABLE
VALUES IN—

DINNERWARES

Imported and Domestic

GLASSWARE

and

GIFTS

WE INVITE YOU TO CALL

RUSSIAN TEA ROOM AND GIFT SHOP
ADJOINING LIBRARY PARK

MINGES CARMEL GROCERY PHONE 268 Dolores St.

BEL MONTE CATSUP
14 oz. each 13c

PEANUT BUTTER
16-oz. each 13c

BEL MONTE
TOMATO SAUCE . . . 3 for 13c

TUNA 3 1-2 oz.
Light Meat . . . 2 for 19c

LIPTON GREEN TEA 1 pound 33c

SPANIOLA TOMATO
RELISH SAUCE . . . 10c

CORN No. 2 cans
EACH . . . 10c

CALIFORNIA CHEESE
Full Cream . . . Pound 23c

ARTICHOKES
Large . . . 6 for 13c

CABBAGE Large white
EACH . . . 5c

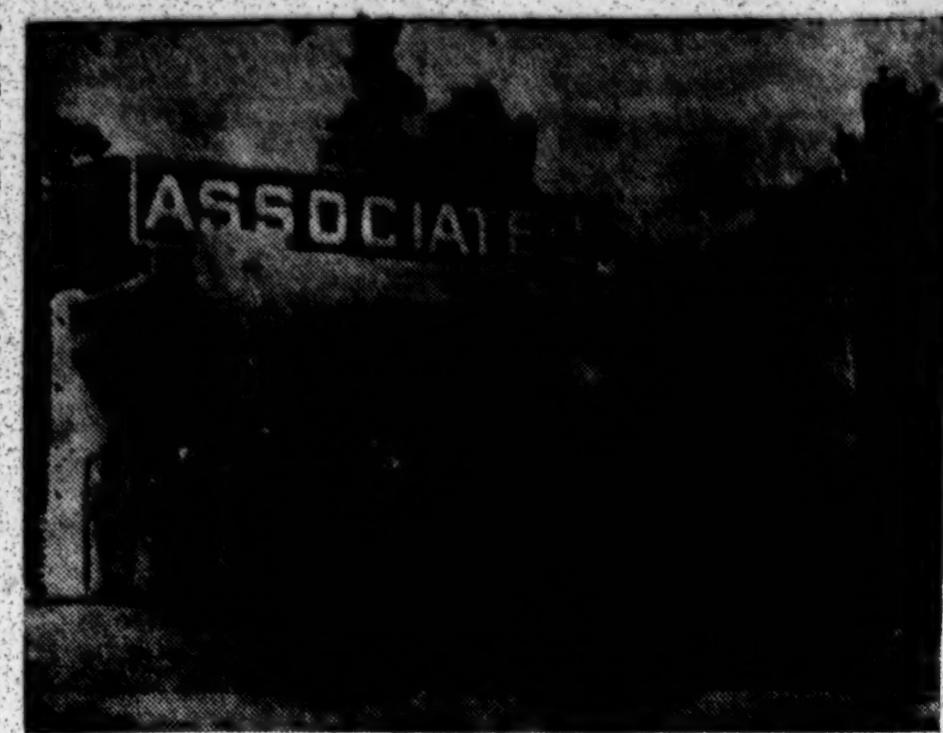
WE SELL CLEAN . . . DELIVER CLEAN

Grimshaw Plans to Win Sales Contest Again

The Associated Oil company Rubber Derby for 1934 is in full swing. Starting on February 26 it will last three months, ending May 25. In last year's Derby the Carmel Associated Service Station operated by A. C. Grimshaw walked off with first place. This year everyone hopes to see Mr. Grimshaw in first place again.

A. C. Grimshaw started in the tire business a year ago. Since that time he has steadily increased until at present he is one of the largest tire dealers in Carmel. He has one of the largest stocks of tires in Carmel and is able to service anything on wheels within a few hours' time.

Mr. Grimshaw believes his phenomenal success as a tire



dealer is due to two important things, Firestone tires, which hold all world records for speed,

safety, mileage and endurance and advertising.

man cities, London and Paris until the war.

He made his American debut in New York at Aeolian hall in October, 1916 and has been acclaimed by leading critics all over the world.

Carmel people are indeed fortunate to be able to hear this man in our own little city.

Mrs. J. B. McGrory with her daughter, Ellen Pearl, Mrs. McGrath and Miss Stella Guichard spent the week-end on Ben Lomond. They attended a barbecue at the home of a brother.

VEGETABLE PLATE 40c
LUNCH 40c DINNER 40c
CLUB BREAKFAST 25c
CHILI BEANS 15c
HAMBURGER or HOT DOG 10c

Home
Cooking
of
High
Quality

The Village Sandwich Shop

On Seventh Street Between Dolores and San Carlos Phone 886

SOMETHING YOU SHOULD KNOW!

MRS. OLDTIMER: There is something you should know, Mrs. Newcomer, and that is that Stella's Dry Goods Store carries children's fast print dresses—a full line at from 75c to \$1.95.

MRS. NEWCOMER: I am glad to learn that, as Mary needs some new dresses, I also need some wash frocks. Where shall I get them?

MRS. OLDTIMER: Stella's has them already made up at \$1.95, and lovely ones, too. But you sew so nicely, you would be interested in the lovely new prints at from only 15c to 24c.

Stella's Dry Goods Store

OCEAN AND DOLORES

Sale Still in Progress

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